

File Copy
11/15/54fashion
calendar

circle

7-4447

35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
²⁴ / ₃₁	25	26	27	28	29	30

february

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

march

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

april

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

may

S	M	T	W	T	F	S
2	3	4	5	6	7	⁸ / ₈
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

june

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

july

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

august

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

september

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

october

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
²⁴ / ₃₁	25	26	27	28	29	30

november

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

december

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

january

S	M	T	W	T	F	S
2	3	4	5	6	7	⁸ / ₈
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

february

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

march

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

april

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 12, 1954</u>			
Friday Nov. 12 1:00 P.M.	SHOWING OF SPRING COLLECTION Richard Cole's Spring collection will be shown at 1:00 P.M. daily. Contact: BR. 9-5644. Publicity: Mildred Kaldor, MU. 9-5420.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Friday Nov. 12 1:15 P.M.	OPENING OF SPRING COLLECTION Oleg Cassini's Spring collection will be shown at 1:15 P.M. daily. Contact: Dorothy Lambert, BR. 9-5986.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Friday Nov. 12 2:30 P.M.	SHOWING OF SPRING COLLECTION Showing of Branel's Spring collection at 2:30 P.M. daily. Contact: PE. 6-6983. Publicity: Mildred Kaldor, MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Friday Nov. 12 2:30 P.M.	PREVIEW OF SPRING COLLECTION Preview of Mr. Mort's collection, designed by Betty Carol, with showings at 2:30 P.M. daily. By invitation only. Contact: LA. 4-6325.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Nov. 12 2:30 P.M.	OPENING OF SPRING COLLECTION Showings at 2:30 P.M. daily. Contact: LO. 4-1820.	ED GERRICK, INC.	530 SEVENTH AVENUE SHOWROOM
Friday Nov. 12 4:00 P.M.	SHOWING OF SPRING COLLECTION Showing of Harmay's Spring collection daily at 4:00 P.M. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Friday Nov. 12	OPENING OF SPRING COLLECTION Kenneth Tischler's Spring sportswear collection at continuous daily showings. Contact: LO. 5-7720.	KENNETH TISCHLER	108 WEST 39TH STREET SHOWROOM
Beginning Friday Nov. 12	SPRING COUTURE COLLECTIONS Special arrangements have been made for syndicate and newspaper editors to see the Spring Couture Group collections. Contact: Couture Group of N.Y. Dress Institute, 1450 Broadway, LA. 4-0461.	COUTURE GROUP OF N.Y. DRESS INSTITUTE	INDIVIDUAL SHOWROOMS
Friday Nov. 12 6:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Nov. 12: Herma G. Contact: "Beverly", TE. 8-8000. Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE Pierre Fashion

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Nov. 12 8:30 P.M. Dinner- Dance	FIFTH ANNUAL "FAN BALL" FOR CANCER FUND Women guests will carry fans; and fans will be used as costume accessories in an elaborate pageant "Golden Shadows", underwritten by Parfums Evyan and produced by Lester Gaba. Honorary Chairman: Mrs. Dwight D. Eisenhower. Chairman: Mrs. Herbert T. Munda, LE. 5-4340. Tickets: \$35.00. Contact: Tappin & Tew, 38 E. 57th St., PL. 1-2644.	CHILDREN'S MEMORIAL CANCER FUND, INC.	HOTEL PLAZA BALLROOM

WEEK BEGINNING MONDAY, NOVEMBER 15, 1954

Beginning Monday Nov. 15 9:00 A.M.- 12:00 Noon	PREVIEW OF SPRING FASHIONS Fashions from "Charm" February-March "More Power In Your Pay Check" issues. Daily showings from 9:00 A.M.-12:00 Noon, and 2:00-5:00 P.M. For special group appointments, contact: Mrs. Marion Harris, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 20TH FL.
Monday Nov. 15 2:30 P.M.	OPENING OF SPRING COLLECTION Spring collection at 2:30 P.M. daily. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FL.
Monday Nov. 15 3:00 P.M.	PREVIEW OF SPRING DRESSES FOR JUNIORS Preview for press and buying offices. By invitation only. Trade showings, beginning Tues., Nov. 16 at 3:00 P.M.; daily thereafter at 10:30 A.M. and 3:00 P.M. Contact: Ray Horwitz, LO. 4-1860.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FL.
Beginning Monday Nov. 15	OPENING OF SPRING COLLECTION Martin Simon will present his Spring collection, with continuous daily showings. Contact: LA. 4-2877.	MARTIN SIMON, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Monday Nov. 15	BLOUSES; INFANTS' & CHILDREN'S DRESSES Showing of infants' and children's dress collection; and Spring blouses at continuous daily showings. Contact: Peggy Caile at Yolande, MU. 6-8600.	YOLANDE CORP.	1407 BROADWAY ROOM 2317
Beginning Monday Nov. 15- Dec. 1	PREVIEW: "TRAMPEZE" & "OLDMAINE TROTTERS" Advance showing of Spring shoe collection -- "Penobscot Trampeze" and "Oldmaine Trotters". Press by appointment. Contact: Myron B. Wolf at Penobscot, PE. 6-3927.	PENOBSCOT & OLD TOWN SHOE CO.	47 WEST 34TH STREET ROOM 418
Monday Nov. 15 5:00 P.M.- 7:00 P.M. Cocktails	OPENING OF NEW MEN'S SHOP John Hatton and L. Baker Case, formerly of the John Pringle Shops, will launch their collection of men's apparel, with men's toiletries by Gourielli. By invitation only. Publicity: Patrick O'Higgins, EL. 5-2100.	THE HOUSE OF GOURIELLI	16 EAST 55TH STREET
Monday Nov. 15 6:30 P.M.- 8:30 P.M.	FOURTEENTH FASHION TRAINING COURSE Seventh session: "Fashion Photography"--Magazine, Newspaper. Speakers: Bettina Ballard; Sally Kirkland, Life; Virginia Pope, N.Y. Times. \$2.00 per lecture. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	COMMUNITY BUILDING 40 EAST 35TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 15 7:00 P.M.- 8:45 P.M.	26TH ANNUAL SURVEY OF ADVERTISING COURSE Subject: "Solving Special Copy Problems"--Industrial, Retail and Radio-TV Copy. Speakers: Lawrence G. Malone, Moore-Malone Assoc.; Ralph Daddio, Sales Promotion Dir., John Wanamaker's; Joseph Moran, V.P. Young & Rubicam. \$2.00 per lecture. Contact: Advertising Women, 110 W. 47th St., CI.5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
Cancelled Nov. 16	SAKS FIFTH AVENUE'S PREVIEW OF "VOYAGER" SPECTATOR SPORTSWEAR COLLECTION, ORIGINALLY SCHEDULED FOR TUES., NOV. 16 AT 9:30 A.M., HAS BEEN CANCELLED.		
Tuesday Nov. 16 9:30 A.M. Breakfast	PRESS PREVIEW OF NEW "SCANTIES" Introduction of full-length corselet and attached petticoat. By invitation only. Contact: Jean Gordon, WA. 4-0954, or LO. 4-2286.	MODEL BRASSIERE CORP. (358 FIFTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Beginning Tuesday Nov. 16 10:00 A.M.	OPENING OF SPRING COLLECTION Showing of the Adele Simpson collection at 10:00 A.M. and 5:30 P.M. daily. By invitation only. Contact: Nancy Hambly, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FL.
Tuesday Nov. 16 10:00 A.M.	OPENING OF SPRING COLLECTION Showings Tuesdays, Wednesdays, Thursdays at 10:00 A.M. Contact: CH. 4-1542.	BEN REIG, INC.	498 SEVENTH AVENUE SHOWROOM
Beginning Tuesday Nov. 16 10:30 A.M.	OPENING OF SPRING COLLECTION Sylvan Rich will present the Martini Diminutives and Leisure Spring collections at 10:30 A.M. daily. Contact: LO. 4-0616. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
Tuesday Nov. 16 11:00 A.M.	EXHIBITION OF N.Y.: 1789 - 1825 "New York Comes of Age, 1789-1825"--special exhibition depicting the life of the city from Washington's inauguration to the opening of the Erie Canal. Featuring a doorway and hall of 1815, a dining room of 1790, a bedroom of 1810 completely furnished with costumed figures. Open to public, beginning Wed., Nov. 17. Publ.: Albert K. Baragwanath, LE. 4-1672.	MUSEUM OF THE CITY OF NEW YORK	FIFTH AVENUE, 103RD-104TH STREETS
Beginning Tuesday Nov. 16 11:30 A.M.	OPENING OF SPRING COLLECTION Showing of Spring collection by Rappi of Junior Formals at 11:30 A.M. and 3:00 P.M. daily. Contact: William Durland, LO. 5-2626.	JUNIOR FORMALS, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FL.
Beginning Tuesday Nov. 16 12:00 Noon	SHOWING OF SPRING DRESSES & "SEPARABLES" Sam Friedlander will show his Spring dresses and "Separables" on Tuesday, Wednesday and Thursday at 12:00 Noon. Contact: PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FL.
Tuesday Nov. 16 12:30 P.M. Luncheon	HOLIDAY AND RESORT FASHIONS AT LUNCHEON Jay Thorpe will present Holiday and Resort fashions by Martini. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity--Jay Thorpe: Jane Negbaur, JU. 6-1000; Martini: Mildred Kaldor, MU. 9-5420. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	JAY THORPE	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 16 1:00 P.M.	SHOWING OF SPRING COLLECTION Showing of Hannah Troy's Spring collection at 1:00 P.M. daily. Press by appointment. Publicity: Gladys Steiner at Lester Harrison, MU. 9-1630.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Nov. 16 1:00 P.M.	OPENING OF SPRING COLLECTION Showing of Elfreda's Spring collection at 1:00 P.M. daily. Contact: CH. 4-2659.	ELFREDA, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday Nov. 16 1:30 P.M.	OPENING OF SPRING COLLECTION Pierre Balmain, N.Y. will show Spring collection at 1:30 P.M. daily. Contact: CH. 4-2659.	PIERRE BALMAIN, N.Y.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Nov. 16 2:30 P.M.	OPENING OF SPRING COLLECTION Showing of Pauline Trigere's Spring collection at 2:30 P.M. on Nov. 16, 18, 19, 23, 24. By reservation only. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Nov. 16 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: CHILDREN'S SWIMWEAR COLLECTION Catalina will present their children's swimwear collection to the press, local and out-of-town buyers. <u>Showing promptly at 4:45 P.M.</u> By invitation only. Publicity: Virginia Dickson at Catalina, LA. 4-8017.	CATALINA, INC. (358 FIFTH AVENUE)	SHERRY NETHERLAND CARNAVAL ROOM
Beginning Tuesday Nov. 16	OPENING OF RESORT AND SPRING COLLECTION Resort and Spring wholesale collection of daytime, cocktail and evening dresses. By appointment. Contact: Ruth Lynford, EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Tuesday Nov. 16- Nov. 19	EXHIBITION OF COLLECTORS' BUTTONS Rare and antique buttons of many varieties and materials, including fashion types of the 18th Century and other periods from the collections of the members of the Metropolitan Button Club, celebrating its Tenth Anniversary this month. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	METROPOLITAN BUTTON CLUB	TRAPHAGEN SCHOOL 1680 BROADWAY (52 ST.)
Wednesday Nov. 17 10:00 A.M. Breakfast	PREVIEW OF HOLIDAY, WINTER & RESORT FURS Presentation of Alfred Rainer's Holiday, Winter and Resort fur collection. By invitation only. Publ.: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	ALFRED RAINER	17 EAST 55TH STREET SALON
Wednesday Nov. 17 11:30 A.M.	PREVIEW: SOPHIE READY- TO-WEAR ORIGINALS Press showing of Spring ready-to-wear Sophie Originals, designed by Sophie with Stephen Erkin. By invitation only. Contact: Grace de Mun, 927 Fifth Ave., RE. 7-4206.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Beginning Wednesday Nov. 17 12:00 Noon	OPENING OF SPRING COLLECTION Showing of Mollie Parnis' Spring collection at 12:00 Noon daily. By reservation. Contact: BR. 9-5012.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 17 12:30 P.M. Luncheon	PAULINE TRIGERE'S FASHIONS AT LUNCHEON Fashions by Pauline Trigere, available at Bonwit Teller, will be shown at luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 17 12:30 P.M. Luncheon	SHOWING OF FASHIONS BY COUNTESS ALEXANDER Dresses for cocktail wear will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publicity: Claire McIntosh, MU. 8-2000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA EMPIRE ROOM
Beginning Wednesday Nov. 17 2:30 P.M.	OPENING: CEIL CHAPMAN'S SPRING COLLECTION Showing of Ceil Chapman's Spring collection at 2:30 P.M. daily. Publicity: Alto Schiffrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday Nov. 17 4:00 P.M.	OPENING OF SPRING COLLECTION BY KASPER Spring collection by Kasper at 4:00 P.M. daily. Contact: CH. 4-3914.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM
Wednesday Nov. 17 5:00 P.M.- 7:00 P.M. Cocktails	COLOR HIGHLIGHTS IN "COIF-FUR'S AND FURS" Presentation of color highlights in "Coif-fur's", blended to match Esther Dorothy's shades in furs, at a North Pole buffet and cocktail party by Mr. Carl of the Hotel Commodore (branch of St. Moritz beauty salon.) By invitation only. Publ.: Agnethe Tryde, 1 W. 67th St., EN. 2-6700, Ext. 413.	CARL OF THE COMMODORE	HOTEL COMMODORE
Thursday Nov. 18 9:00 A.M. Breakfast	PRESS PREVIEW OF HOSIERY FASHIONS "Dress for the Stocking"--preview of the new textures, patterns, colors and color reflections in hosiery. <u>Showing at 9:30 A.M.</u> By invitation only. Contact: Helen Sisson at Phoenix, PE. 6-6868.	PHOENIX HOSIERY CO. (350 FIFTH AVENUE)	HOTEL PIERRE BALLROOM FOYER
Thursday Nov. 18 9:30 A.M.	PREVIEW OF NEW WALL COVERINGS Timbertone Decorative Co. will present their new 1955 collection of Texture Tones (3 dimensional textured wall coverings) and scenics on Timbertone. By invitation. Publicity: Maurice Murray, Pace Advertising, OX. 5-1133.	TIMBERTONE DECORATIVE COMPANY	50 EAST 53RD STREET MAIN FLOOR
Thursday Nov. 18 12:30 P.M. Luncheon	"WOOL GATHERING" FOR THE PRESS The press will meet creators of Strathmore's fashions in woolens. By invitation only. Publicity: Pauline Parker, Maybruck Assoc., LE. 2-9994.	STRATHMORE FABRICS	HOTEL PIERRE ROOF GARDEN
Thursday Nov. 18 1:00 P.M. Luncheon	EVENING FASHIONS AT LUNCHEON SHOW Russeks will present evening fashions and furs. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
Postponed Nov. 18	ROSECREST MFG. CO. SPORTSWEAR SHOWING, ORIGINALLY SCHEDULED FOR THURS., NOV. 18, HAS BEEN POSTPONED TO TUES., NOV. 23 AT 2:30 P.M. (See Page 7).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 18 5:00 P.M. Cocktails	PREVIEW OF IRISH LINEN PRINTS John McGuire of Dublin will present Irish linen prints for the home. By invitation only. (<u>Note Change of Date</u>).	ISABEL SCOTT (17 E. 53RD ST.)	127 EAST 64TH STREET MU.8-3787.
Saturday Nov. 20 11:00 A.M.	"OPULENT LOOK" FASHION PRESENTATION Showing of Jay Thorpe's "Opulent Look" fashions, made from Celanese acetate fibers. Open to public.	JAY THORPE	2ND FLOOR Publicity: Jane Negbaur, JU. 6-1000.
Saturday Nov. 20- Nov. 28 12:00 Noon- 10:00 P.M.	WINTER SPORTS FASHIONS AND EXHIBITIONS First Winter Sports Show, with displays of Winter fashions and sports equipment; exhibits of resort centers, both in this country and abroad. Afternoon and evening fashion shows; and four ice shows daily. Admission: \$1.50, adults; 75¢, children. Publicity: Susan Schmidt at Int'l Winter Sports Show, 1846 Broadway, CO. 5-1377.	INTERNATIONAL WINTER SPORTS SHOW, INC.	MADISON SQ. GARDEN. 8TH AVE. & 49TH ST.
Beginning Monday Nov. 22 10:30 A.M.	OPENING OF SPRING COLLECTIONS Showing of Spring collections by Anne Fogarty of Margot Dresses, 10:30 A.M. and 4:00 P.M.; and Madeleine Fauth of Arkay Junior Frocks at 10:30 A.M. and 2:00 P.M. Contact: William Durland, LO. 5-2626.	MARGOT DRESSES & ARKAY JUNIOR FROCKS	498 SEVENTH AVENUE SHOWROOM - 19TH FL.
Monday Nov. 22 1:00 P.M. Luncheon	BOUTIQUE AND FUR FASHIONS AT LUNCHEON Showing of blouses, skirts and dresses by Valia; and Maison Leon's fur fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publ. and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	VALIA'S BOUTIQUE & MAISON LEON FURS, LTD.	HOTEL PLAZA TERRACE ROOM
Monday Nov. 22 4:00 P.M.- 8:00 P.M. Cocktails	ANTIQUE JEWELS AND NEW DESIGNS Charles Walker--Petit Musée collection of antique jewels and original new designs, as well as "Diamonds U.S.A." award-winning ring. By invitation only. Contact: Charles Walker, PL. 3-3997.	CHARLES WALKER-- PETIT MUSÉE, LTD.	16 WEST 58TH STREET
Tuesday Nov. 23 9:15 A.M. Breakfast	PREVIEW: RESORT & CRUISE COLLECTION Martha, Inc. of Southampton and Palm Beach will present their Resort and Cruise ready-to-wear and custom-order collection of daytime, cocktail and evening dresses with designs by Miss Lynn. By invitation. Publicity: Van der Hotaling, 4 East 36th St., MU. 3-6923.	MARTHA, INC.	501 MADISON AVENUE (AT 52ND ST.)-12 FL.
Tuesday Nov. 23 11:00 A.M.	PRESS PREVIEW: GIFTS AND ACCESSORIES Christmas gifts and accessories will be presented at a preview for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Nov. 23 12:30 P.M. Cocktails- Luncheon	PRESS PREVIEW OF B.G.E. ORIGINALES A showing of the Spring button line, with special emphasis on original designs from England, France, Italy, Holland, Austria and Western Germany. Luncheon at 1:00 P.M. By invitation only. Contact: Robert F. Boschen, Pres., Bailey, Green & Elger, MU. 4-3260.	BAILEY, GREEN & ELGER (136 MADISON AVENUE)	WALDORF-ASTORIA ASSEMBLY SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 23 2:30 P.M. Dessert	PREVIEW OF "CREST LINEN" SPORTSWEAR Presentation of Rosecrest's new "Crest Linen" sportswear collection of coordinates and skirts, in new fashion colors. For press and resident buyers, by invitation only. Visiting buyers by reservation. (<u>Note</u> <u>Change of Date</u>). Contact: Leon Rosenberg, CH. 4-5584.	ROSECREST MFG. CO.	1407 BROADWAY SHOWROOM - 34TH FLOOR
Tuesday Nov. 23 8:00 P.M. Dinner- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE "The Crystal Ball"---seventh annual "Party of the Year" for benefit of Costume Institute of the Metropolitan Museum of Art. Entertainment by members of the fashion industry. Chairman of executive committee: Dorothy Shaver. Reservations: \$60.00 each; contact: Mrs. Mildred Wincor, Costume Institute, Metropolitan Museum, TR. 9-5500.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Nov. 25	THANKSGIVING DAY (Thursday).		
Friday Nov. 26 2:00 P.M.	HOLIDAY FASHION PRESENTATION Lord & Taylor will present fashions for the holidays in the Young New Yorker Shop. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	YOUNG NEW YORKER SHOP 6TH FLOOR
Friday Nov. 26	RUSSEKS' JUNIOR FASHION PRESENTATION, ORIGINALLY SCHEDULED FOR FRIDAY, NOV. 26 AT 2:30 P.M., HAS BEEN CANCELLED.		
Sunday Nov. 28- Nov. 29 4:00 P.M.	SPRING AND SUMMER 1955 SHOE FASHIONS "Shoedunnit"---the Popular Price Show Show of America will present an in- dustry showing of Spring and Summer shoes for men, women and children. Displays at Hotels McAlpin and New Yorker through Dec. 2. <u>Producer:</u> <u>Doris A. Weston, PL. 9-5844. Contact: MU. 2-8704.</u>	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
Tuesday Nov. 30 12:00 Noon Luncheon	READY-TO-WEAR LUNCHEON MEETING "The Way of American Fashion"---Digest of the Spring Ready-To-Wear Collec- tions with a Glance into Summer. Speaker & commentator: Andrew Goodman, President, Bergdorf-Goodman. Co-Chmn.: Adelia Bird Ellis, Forstmann Corp.; Alice Burrows, T. Eaton & Co., Ltd. Price: \$6.75 for members; \$8.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Nov. 30 2:30 P.M.	RESORT FASHIONS BY HENRY ROSENFELD Russeks will present Resort fashions by Henry Rosenfeld. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday Dec. 1 12:00 Noon Cocktails- Luncheon	INTRODUCTION OF NEW BEAUTY PRODUCTS Procter & Gamble will introduce a new product to the beauty press. By invitation only. Publicity: Pauline Bowie, Verne Burnett Associates, 522 Fifth Ave., MU. 7-9030.	PROCTER & GAMBLE	HOTEL AMBASSADOR DIPLOMAT SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 1 12:30 P.M. Luncheon	FUR FASHIONS DURING LUNCHEON Revillon Freres' Winter furs at luncheon. Public by reservation; contact: "Beverly", TE. 8-8000. Revillon Publ: Mr. W.C. Paige, PL. 9-5504. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	REVILLON FRERES	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 1 12:30 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Showing of custom-order cocktail and dinner fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL.5-3000. Miss Lili Contact: 18 W. 55th, JU. 6-6750. Waldorf Fashion Dir: Madeleine Riordan, EL.5-3000.	MISS LILI OF BEVERLY HILLS	WALDORF-ASTORIA EMPIRE ROOM
Thursday Dec. 2 4:00 P.M. Cocktails	PREVIEW OF ADVANCE SPRING MILLINERY Mr. Arnold will present his advance Spring millinery collection. By invitation only. Contact: PL. 1-3284.	MR. ARNOLD	19 WEST 57TH STREET SALON - 5TH FLOOR
Friday Dec. 3 3:00 P.M.	FASHION BENEFIT IN PALM BEACH Invited members of the press, celebrities and sponsoring companies -- Celanese Corp. of America, Field & Flint, Gotham Hosiery, Jantzen Swimsuits, Palm Beach Co., J. & J. Slater -- leaving Idlewild at 3:00 P.M. by chartered P.A.A. Clipper, will be guests of Spelman Prentice, owner of La Coquille. By invitation only. La Coquille Fashion Co-ordinator: Kathleen Low. Publicity: Ruth Ackerman at Robert S. Taplinger & Assoc., 608 Fifth Ave., PL. 7-8040.	PALM BEACH COUNTY CRIPPLED CHILDREN'S SOC.	LA COQUILLE PALM BEACH, FLA.
Monday Dec. 6 9:30 A.M.	"FIGURE FLATTERY IN DUPLICATE" Rubber Fabrics Company will invite press and resident buying offices to advance preview of "shape insurance" made with Brafoam by leading American manufacturers. Twin models will coordinate these bras with high fashions. By invitation only. Publ: Albert Millet, 261 Fourth Ave., GR. 7-6610.	RUBBER FABRICS CO., BRAFOAM SUPPLIERS	HOTEL PIERRE COTILLION ROOM
Tuesday Dec. 7 12:30 P.M. Luncheon	FASHIONS BY LEADING CANADIAN DESIGNERS The Association of Canadian Couturiers, in cooperation with the Canadian Government, will present fashions and accessories from 12 leading designers -- with Canadian models. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. Publicity: Mollie Baldwin, LE. 2-4281.	ASSOCIATION OF CANADIAN COUTURIERS	HOTEL PIERRE COTILLION ROOM
Tuesday Dec. 7 2:30 P.M.	RESORT FASHIONS BY SUZY PERETTE Russeks will present Resort fashions by Suzy Perette. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Wednesday Dec. 8 12:00 Noon Luncheon	PRESS PREVIEW: SPRING LINGERIE AND HOSIERY Showing to the press of Luxite lingerie and hosiery for Spring and Summer. By invitation only. Publicity: Rita Jane Lysen, Daniel J. Edelman & Assoc., 440 Merchandise Mart, Chicago 54, Ill., Superior 7-7717. N.Y. Contact: George M. Hawes, Holeproof Hosiery Co., 330 5th Ave., OX.5-5880.	LUXITE LINGERIE & HOSIERY (330 FIFTH AVE.)	AMBASSADOR HOTEL DIPLOMAT SUITE

MOVIES...MUSIC...THEATRE...BALLET...OPERA

- Monday
Nov. 15 SECOND WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Mon., Nov. 15: Wagner's DIE MEISTERSINGER. Tues., Nov. 16: Giordano's ANDREA CHENIER. Wed., Nov. 17: Rossini's IL BARBIERE DI SIVIGLIA. Thurs., Nov. 18: Gounod's FAUST. Fri., Nov. 19: Puccini's MADAMA BUTTERFLY. Sat., Mat., Nov. 20: Verdi's LA TRAVIATA. Sat., Eve., Nov. 20: Verdi's AIDA. Publicity: Francis Robinson, PE. 6-1200.
- Tuesday
Nov. 16 OPENING: "WEDDING BREAKFAST" 48TH STREET THEATRE, 158 W. 48TH ST.
Kermit Bloomgarden's new comedy-drama by Theodore Reeves with Lee Grant, Harvey Lembeck, Anthony Franciosa, Virginia Vincent. Director: Herman Shumlin. Settings: William and Jean Eckart. Costumes: Edith Luytens. Publicity: James Proctor, VA. 6-5084.
- Wednesday
Nov. 17 OPENING: "THE LIVING ROOM" HENRY MILLER'S THEATRE, 124 W. 43RD ST.
Gilbert Miller and Donald Albery will present Barbara Bel Geddes in a new play by Graham Greene with Walter Fitzgerald, Ann Shoemaker, Michael Goodliffe, Nora Nicholson. Director: Hugh Hunt. Scenery, costumes, lighting: Raymond Sovey. Publicity: Richard Maney, CI. 7-4646.
- Wednesday
Nov. 17
8:30 P.M. PREMIERE: "DÉSIRÉE" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth Century-Fox CinemaScope DeLuxe Color production of Annemarie Selinko's novel, starring Marlon Brando, Jean Simmons, Merle Oberon, Michael Rennie. By invitation only, for benefit of March of Dimes. Open to public beginning Thurs., Nov. 18. Producer: Julian Blaustein. Director: Henry Koster. Costumes: Rene Hubert. Twentieth Century Publicity: Bob Fleisher, CO. 5-3320.
- Thursday
Nov. 18
8:30 P.M. PREMIERE: "THE LAST TIME I SAW PARIS" (Movie) CAPITOL THEA., B'WAY AT 51ST.
MGM Technicolor romantic drama based on F. Scott Fitzgerald's short story "Babylon Revisited" starring Elizabeth Taylor, Van Johnson, Donna Reed, Walter Pidgeon with Eva Gabor and Kurt Kasznar. Producer: Jack Cummings. Director: Richard Brooks. Costumes: Helen Rose. Music: Jerome Kern. Lyrics: Oscar Hammerstein II. For the benefit of the North Shore Hospital, Manhasset, L.I. and the New York Infirmity. MGM Publicity: Herbert Crocker or Frances Lane, JU. 2-2000.
- Tuesday
Nov. 23 OPENING: "SANDHOG" PHOENIX THEATRE, 12TH ST. & 2ND AVE.
T. Edward Hambleton-Norris Houghton, by special arrangement with Rachel Productions, Howard Da Silva, Arnold Perl, present a musical play by Earl Robinson and Waldo Salt based on Theodore Dreiser's "St. Columba and the River" with David Brooks, Jack Cassidy, Alice Ghostley, Betty Oakes. Director: Howard Da Silva. Settings & lighting: Howard Bay. Choreography: Sophie Maslow. Publicity: Sam Friedman, PL. 7-4380.
- Wednesday
Nov. 24 OPENING: "ONE EYE CLOSED" BIJOU THEATRE, 209 WEST 45TH ST.
Tom Helmore, Constance Ford, John Baragrey in a new comedy by Justin Sturm, presented by Haila Stoddard. Director: Romney Brent. Settings & lighting: Eldon Elder. Costumes: Virginia Volland. Publ.: Sol Jacobson, CH.4-1482.
- Wednesday
Dec. 1 OPENING: "MRS. PATTERSON" NATIONAL THEATRE, 208 WEST 41ST ST.
Leonard Sillman will present Eartha Kitt in a new play, with music by Charles Sebree, Greer Johnson, Enid Markey. Featuring: Ruth Attaway, Alonzo Bosan, Vinnie Burrows, Terry Carter. Director: Guthrie McClintic. Songs and incidental music: James Shelton. Setting and costumes: Raoul Pene Du Bois. Publ.: Bill Doll, WI. 7-2386.